



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**  
Series F: Life in Israel, 1956-1983.

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Box  
17

Folder  
4

"Encyclopaedia Judaica." 1974-1976.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

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Irving Bernstein

Executive Vice Chairman, United Jewish Appeal

encyclopedia  
Judaica

January 30, 1976

Rabbi Herbert A. Friedman  
15 Ibn Gabirol  
Jerusalem, Israel

Dear Herb:

Just a note to tell you that I was willing. However Ronnie  
decided that he alone should see me.

re: Rischin

I gave him the best advice that I could regarding the future  
of the encyclopedia.

It was great having you here and I looking forward to seeing  
you and the family soon.

As ever,

  
Irving Bernstein

IB:as

November 19, 1975

Mr. Alvin Bronstein  
Jewish Federation Council  
590 No. Vermont Avenue  
Los Angeles, California 90004  
USA

Dear Alvin:

Some number of months ago I spoke to you about the Encyclopedia Judaica and you were kind enough to meet with their representative, and to listen sympathetically to their requests for assistance. My interest in the Encyclopedia stems from the fact that I am convinced it is one of the very best possible tools in our constant search to improve Jewish education. I know how strongly you and Barbi Weinberg feel about that subject.

Subsequent to their meeting with you, The Encyclopedia people wrote to you in August making some specific suggestions as to how you could help, and you indicated that you would give them a reply by the end of October, as to what you could do.

I know full well how much pressure there is on you, and how many matters are sitting on your desk clamoring for attention, but I would like to really urge you to find a few moments to handle this one. Basically, you cannot sell the Encyclopedia for them, but you can make it possible for them through displays at meetings, mailings of flyers, community newspaper advertising, and other means, to bring to the attention of the more committed members of the community the fact that this educational device exists.

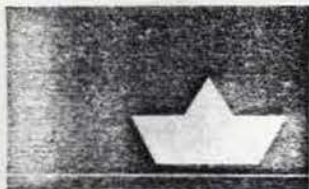
I thought I would get to see you during my last trip, when I was scheduled for Los Angeles, but somehow I was sent to Atlanta instead. I see that I am again tentatively scheduled for mid-January, and if so, I'll look forward to a good visit with you.

But meanwhile I wanted to drop you this note and bespeak your cooperation.

As ever,

Herbert A. Friedman





KETER, INC. 104 EAST 40th STREET, NEW YORK, N.Y. 10016

CABLE: ENCYCLOJUD  
TELEX: 233705  
TEL: (212) 661-5830

ENCYCLOPAEDIA JUDAICA  
ISRAEL UNIVERSITIES PRESS  
ISRAEL PROGRAM FOR  
SCIENTIFIC TRANSLATIONS  
KETER BOOKS

October 9, 1975  
067/8

Mr. Myron J. Brodie  
Executive Vice President  
Greater Miami Jewish Federation  
4200 Discayne Blvd.  
Miami, Florida

Dear Mr. Brodie,

It was a pleasure for me to meet with you, together with Rabbi H. Friedman and Mr. M. Becher our Florida Representative.

I believe the exchange of ideas that this meeting offered us was quite fruitful and should lead to better understanding and, hopefully, greater cooperation with the Federation.

Before coming to Florida, Rabbi Friedman extolled the work of your Federation, praising the caliber of its leadership.

If I could summarize for your leadership the high point of our conversation it would be : the Encyclopaedia Judaica is not just another production of Israel, nor is it just another Israeli financial venture. It is, rather, an educational undertaking on par with some of Israeli's great educational institutions, with one important difference.

The Judaica is in the "business" of dissemination Jewish education to the diaspora.

As the only authentic source book of the totality of Jewish knowledge produced by some 2500 Israeli and world renowned scholars of all religious shadings, the E.J. may well be considered as Israel's "culture exporting agency".

*file  
Encyclopedia  
Judaica*





KETER, INC. 104 EAST 40th STREET, NEW YORK, N.Y. 10016

CABLE: ENCYCLOJUD  
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ENCYCLOPAEDIA JUDAICA  
ISRAEL UNIVERSITIES PRESS  
ISRAEL PROGRAM FOR  
SCIENTIFIC TRANSLATIONS  
KETER BOOKS

Mr. M. J. Brodie  
Con.d

- 2 -

Because of the above, the Government of Israel initially financed the publication of the 16 volume Encyclopaedia.

Only when it became financially burdensome, the State of Israel divested itself of its responsibility, permitting private enterprise "Clal" to supervise its distribution.

We would welcome the help of the Federation in the following 3 areas :

1. Mailing our literature to your list of contributors.

We shall in no way link Federation's name in any of our correspondence.

2. Orientation of your leadership regarding the Encyclopaedia by allowing our representative to address your board.

We could either send one of our national leaders or assign a member of our local Florida council of the Encyclopaedia to meet with your leadership group.

3. Displaying the Encyclopaedia at your various functions as well as at your premises.

The above areas of cooperation are a pattern we have established with other federations in other cities.

We have met with a measure of success because of the basic premise that the Encyclopaedia is one of Israel's major educational achievements which can and ought to benefit the widest audience of American Jewry.

This is especially true of the leadership cadre of an American Jewish community.

Once again, I thank you for your understanding and we highly appreciate your cooperation.

Sincerely yours

G. Nachmani  
President

cc. ✓ Rabbi H. Friedman  
Mr. M. Becher



אנציקלופדיה יודאיקה  
ENCYCLOPAEDIA JUDAICA

PUBLISHED BY  
KETER PUBLISHING HOUSE LTD.  
JERUSALEM, ISRAEL

July 3rd, 1975.

Rabbi Herb Friedman  
15 Ibn Gvirol Street  
Jerusalem, Israel.

Dear Herb,

I talked today with Phil Berenstein. He refuses to have our stand or to have the Encyclopaedia Judaica in their educational workshop. He says it comes up every year but that it was never allowed.

Is there something that can be done?

Sincerely,

Ronnie Dissentshik



July 16, 1975

Mr. Irving Bernstein  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N.Y. 10019  
USA

Dear Irving:

The enclosed note is self-explanatory. When I spoke to you in your office about the Encyclopaedia's presence at the UJA annual conference in December, you were immediately affirmative and helpful. You may recall that we also spoke about the COFIF meeting in November, and you said you would talk to Phil Bernstein about it because you were leaving the next day for the Jewish Agency Assembly in Jerusalem and you would see him there. You assumed that there would be no problem and that he would be willing to cooperate.

Well, according to the enclosed note, there does seem to be a problem and I just wondered what suggestions you might have as to how to proceed. If you can intervene with Phil, I would, of course, appreciate it. If you succeed, put Phil in direct touch with Ronnie, as there is no need to use me as an intermediary any longer.

Hope we have time for a visit when you come over in August. We will be in Caesarea, please call.

As ever,

Herbert A. Friedman

cc: Ronnie Dissentchik

first page for brochure

Dear Volunteer:

Much of your life has been unselfishly dedicated to the great cause of working for the JEWISH SURVIVAL.

Following the period of the Holocaust, when so little was done to save the lives of the martyred six million, the Jewish people made a determined vow to itself and to the world that never again would such a slaughter occur.

The instrument which the Jewish people forged to protect its physical survival was the State of Israel, and you have worked hard to strengthen and build it, providing a home for millions of Jews who have come to live in it.

The other kind of survival is spiritual, and this depends upon the continuous education of each new generation. The education of Jewish youth is no less important than building the Jewish state. If we are to survive as a people we must be infused with a positive sense of our identity and enthused with a pride in our existence. These attitudes flow from a knowledge of who we are, what we stand for, what we believe in, and where we are going.

The new Encyclopedia Judaica is the most significant educational tool to have appeared since the beginning of this century, and everyone who works for its wide distribution into every Jewish household, is once again working for the survival of the Jewish people. Spread knowledge and you spread strength.

We thank you for your willingness once again to undertake a task whose ultimate purpose is the creation of a secure Jewish community - the very concept which has motivated all your communal activity.

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# MEMORANDUM

To : Mr. Y. RISCHIN

From : Dr. R. POSNER

re: PRESENTATION OF THE ENCYCLOPAEDIA JUDAICA  
FOR THE PURPOSE OF A FIELDS TYPE OPERATION

As I understand it, our aim is to develop a sales force of large dimensions, the members of which would be selling the Encyclopaedia to their friends and acquaintances. The commissions earned would be either applied to some worthy cause of the salesman's choice, or used by the salesman himself.

In order to organise such an operation, two separate types of literature are required :-

- a) Literature directed at the salesman; and
- b) Guide lines for the salesman to prepare his presentation for his customer.

- 1) In our approach to prospective salesmen (or groups of salesmen) the personal contact of our representative will be of the utmost importance. His prime objective will be to convince his audience of the value of the Encyclopaedia, of the important role it can play in Jewish education and culture, and of the urgency of the project. In addition, he will also point out the financial advantages of the proposition. In this last area it is highly likely that the sale of the Encyclopaedia can be used as a project to collect funds for the local Hebrew school, the sisterhood, or some other worthy cause.

For the prospective salesman, literature will have to be supplied giving all details about the Encyclopaedia such as how many people participated in its creation, how many pictures there are, what sort of subjects are covered. In this we must point out some of the extremely important special features of the Encyclopaedia, including outstanding articles which are of particular relevance for the ordinary home salesman. This material will have to be created anew in a most attractive form, and it will have to be pretty comprehensive. We could possibly use one of the existing brochures as a start in this direction.

- 2) Further, we must realise that our salesmen are not professional salesmen and that they therefore must be equipped with a presentation of the Encyclopaedia for them to make to their prospective customers, and the answers to questions which will be presumably asked of them. The following is a very brief, tentative outline of such a presentation :-

- a) The approach must be based on cultural and educational values. In other words, the Encyclopaedia Judaica is a major instrument in Jewish education and the development of Jewish cultural values. This in fact amounts to Jewish identity. As a corollary to this approach, an appeal should also be made to "Jewish pride" of the prospective customer -- namely that it behoves any conscious Jew to have this, the major Jewish literary production of the 20th century, in his home.

b)/...



- b) The Encyclopaedia is relevant to all members of the family : parents can use it for answering their children's questions, and for their own self-education; children of all ages can find an enormous aid for the work which they have to do.

In actual fact, when you have the Encyclopaedia, you have 2,500 of the greatest experts in all aspects of Jewish culture in your home as your personal advisers. Because of the ultra-sophisticated index, all the information is immediately retrievable. This means that you can immediately find the answer to virtually any question on Judaism, Jewish history, literature and, of course, Zionism and the State of Israel. In this area stress should be laid on the "practicality" of the Encyclopaedia. Features such as the 100-year calendar enable you to find things out for yourself that you would normally have to go and ask an expert. The articles on the festivals give a detailed description of the way in which the festivals are actually observed, including such aspects as special types of food. Even articles in such a rare sphere as Jewish law are, in fact, relevant to the ordinary layman insofar as he can discover -- immediately and without any great exertion -- the basic laws which affect him such as marriage and divorce etc.

- c) Besides its value as a reference work of immense authority, the Encyclopaedia Judaica is in fact a comprehensive home study course on every conceivable subject in Judaica. The index is so structured as to guide the interested reader through every aspect of each and every subject. Thus, if a person is interested in the Holocaust, for example, in addition to the major presentation of the subject written by one of the world's leading authorities, he will also find index entries which will guide him through the rest of the Encyclopaedia to all discussions of the subject. The index entry is in a thematic order and thus any reader can be guided through an intricate subject as well as if he had a private expert tutor in his home. Each purchaser of the Encyclopaedia receives the right to address 100 questions to the Editorial Board, and thus the private tutor actually can talk back. The Holocaust is not the only example; each and every major subject is treated in the same way and, in fact, the index entries on many subjects (including Bible) are at present being used in educational institutions of all levels as the basic guide for the students.
- d) In the world in which we live, ancient established values are undergoing change. This is true with regard to inter-personal relations as well as to all other aspects of life. The Encyclopaedia, besides giving information, also supplies general views of problematic subjects by some of the greatest experts available. Thus, for example, the entry on Family, besides tracing the history of this institution in Judaism also offers an evaluation in the light of present-day problems. This is also true with regard to subjects such as sex, education etc. These entries can be a fruitful basis for discussion in which all members of the family can participate and which discussion is based on knowledge of the facts.



- 3) As mentioned above, an appeal to Jewish pride should be made. In addition it should be pointed out that the Encyclopaedia Judaica was produced in Jerusalem with the participation of scholars from all over the world. Thus the Encyclopaedia is, in a sense, a symbol of world-wide Jewish unity and its purchase is an act of identification with that ideal. The prospective customer should be shown what outstanding Jewish personalities throughout the world have had to say about the Encyclopaedia Judaica. It is important that the customer, when he buys the Encyclopaedia, should feel that he is in fact becoming part of something much greater than himself.
- 4) The publishers of the Encyclopaedia were motivated in its production by more than commercial profit, and therefore they decided to create not just a book but a dynamic organism which would continue to grow and remain up-to-date. Thus each year a Year Book is published (two are already out and are given with the Encyclopaedia) which update the original Encyclopaedia in all areas. This means biographical and statistical additions which mirror the changing face of the Jewish world. It also means that the latest discoveries in Judaic studies are treated and the Year Book also contains a series of feature articles written by some of the greatest thinkers and authorities on topical subjects which are exercising the mind and interest of Jewish people.
- 5) It is reasonable to assume that the prospective customer will make various objections. The following are suggestions as to how some of these objections can be overcome :-
  - a) Price : Although the Encyclopaedia is an expensive item, it in fact contains as many words as at least 100 ordinary books. This in fact means that you are buying a whole library. Not only is this a library, but it is a library written by a team of the world's greatest experts. And it is a first edition.

In order to make it as easy as possible, several different instalment payment schemes are offered, and because the Israel government realised the enormous importance of the Encyclopaedia, it has allowed us to accept Israel Bonds in payment. It should be pointed out that these bonds will not be redeemed in hard currency, and thus it is a sort of contribution to Israel's economy.
  - b) A common objection is that the Encyclopaedia is too big. The only answer to this can be that it would be entirely impossible to put this enormous treasure into a small package, and that such a book deserves to have an honoured place in the home. (It might be possible to offer a book case as a premium, or at a very reduced price. This is done by Britannica and presumably they are faced with the same objection).
  - c) Another common objection is that it is sufficient if the Encyclopaedia is in the local synagogue library where it can be referred to. This should be answered by the fact that, if you have the Encyclopaedia in your home, you and your family are surely going to use it very much more than if its use entails a special trip to the library. Furthermore, in answer to this objection the idea of Jewish identity should be stressed by the fact that when a person purchases the Encyclopaedia, he is making a very definite act of identity which can also be of tremendous value to him and his family.



- 6) It is important that in the presentation by the salesman as many members of the family as possible should participate. This gives the opportunity to relate directly to each separate part of the family. After all, if only the husband is there, his wife may later object and he, not being a salesman, will not be able to actively overcome her objections. It is therefore extremely important to treat the sale of the Encyclopaedia as a family affair. I would point out that the actual fact that a salesman is sitting and discussing Judaism and Jewish values with a family is in itself a contribution to Jewish education whether or not a sale will be made. The presentation therefore should be leisurely and questions and comments should be invited. This is not a gimmick item, and it is also not an impulse item. Remember that our aim is not only that the customer should buy the Encyclopaedia, but that he should read it as well.

Yours sincerely,



RAPHAEL POSNER

RP/EEB





TO OPEN SLIT HERE

SENDER'S NAME AND ADDRESS (PLEASE SHOW YOUR POSTCODE)

Rabbi H Gryn

West London Synagogue

33 Seymour Place

London W1

ENGLAND

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NOT CONTAIN ANY ENCLOSURE;  
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OR SENT BY ORDINARY MAIL

SECOND FOLD HERE

BY AIR MAIL  
AIR LETTER  
PAR AVION AEROGamme



Rabbi Herbert A Friedman

15 Ibn Gabirol Street

Jerusalem

ISRAEL 92430

Rabbi Herbert A Friedman  
15 IBN Gabirol Street  
Jerusalem  
Israel 92430

31st January 197

Dear Herb,

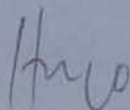
Your letter of January 26 arrived only a few days after I in fact, had a meeting with Reuben Rothstein. He has already met with Sidney Brichto and as a result of my meeting with him I already sent a memorandum and some recommendations to the RSGB. As it so happens at the moment the RSGB is engaged in a fund-raising campaign for a resident Youth Centre, which is in the process of being acquired, and it may well be that this might be a "Communal Project" which may motivate some of those responsible for fund-raising to do some encyclopedia selling. The price is now £258 or so and the commission that would come to the Community is, I believe, £48.

I also discussed the project of our own very modest Judaica Shop at the Synagogue and in less than a week they have already had two enquiries, so perhaps there is a chance for sales as well before too long. At any rate I am in touch with Mr Rothstein and I imagine it will be an on-growing contact.

Incidentally, I saw Max Rayne the other night while we were both leaving the theatre (and yes he was with Lord Goodman), I was thus able to give him your kindest personal regards and he asked me to reciprocate.

I hope that Francine and you and the family are well and with warmest greetings from house to house.

As ever,



Rabbi Hugo Gryn



ATLANTA, Georgia

Jewish Population 16,500

Mr. Max C. Ettinger  
Atlanta Jewish Welfare Federation  
1753 Peachtree Road  
Atlanta, Ga. 30309  
404 - 873 - 1663

---

Rabbi David Auerbach  
Ahavath Achim Congregation  
600 Peachtree Battle Avenue  
Atlanta, Ga. 30327  
CONSERVATIVE

Rabbi Emanuel Feldman  
Congregation Beth Jacob  
1855 La Vista Road NE  
Atlanta, Ga. 30329  
ORTHODOX

Rabbi Joseph I. Cohen  
3136 Buford Highway N.E.  
Atlanta, Ga. 30319  
ORTHODOX

Rabbi Donald Friedman  
Shearith Israel  
1180 University Drive NE  
Atlanta, Ga. 30306  
ORTHODOX

Rabbi Richard J. Lehrman  
Temple Sinai  
175 W. Wieucard NE  
Atlanta, Ga. 30305  
REFORM

Rabbi Jacob M. Rothschild or Rabbi Alvin M. Sugarman  
Hebrew Benevolent Congregation  
1589 Peachtree Road NW  
Atlanta 30309  
REFORM



B A L T I M O R E, Maryland

Jewish Population 100,000

Mr. Robert I. Hitler  
Associated Jewish Charities and Welfare Fund  
319 West Monument Street  
Baltimore, Maryland 21201  
Tel. 301 - 727 - 4828

Rabbi Mendel L. Abrams  
Beth Torah Congregation  
6703 Adelphi Road  
West Hyattsville  
Maryland. 20782  
CONSERVATIVE

Rabbi Leon M. Adler  
Temple Emanuel  
10101 Connecticut Avenue  
Kensington, Md. 20795  
REFORM

Rabbi Jacob B. Agus  
Beth El  
8101 Park Heights Avenue  
Baltimore, Md. 21208  
CONSERVATIVE

Rabbi Gedaliah Anemer  
806 Whittington Terrace  
Silver Springs, Maryland 20901

Rabbi Benjamin G. Axelman  
Petach Tikva Congregation  
6207 Restertown Road  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Benjamin Bak  
Har Zion Tifereth Israel  
Greenspring and Cheswold Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi George L. Berlin  
Baltimore Hebrew College  
Teacher Training School  
5800 Park Heights Avenue  
Baltimore, Md. 21215  
CONSERVATIVE

Rabbi Herbert Birnbaum  
Board of Jewish Education  
5800 Park Heights Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Herbert N. N. Brockman  
Baltimore Hebrew Congregation  
7401 Park Heights Ave  
Baltimore, Md. 21208  
REFORM

Rabbi Gustav Buchdal  
Temple Emanuel  
3301 Millford Hill Road  
Baltimore, Md. 21207  
REFORM

Rabbi Mendel Feldman  
5710 Jonquil Avenue  
Baltimore, Md. 21215

Rabbi Betrand G. Fink  
Montefiore-Woodmore Hebrew Congregation  
3605 Coronado Drive  
Baltimore, Md. 21207  
ORTHODOX

Rabbi Chaim Gevantman  
3303 Greenvale Road  
Baltimore, Md. 21208  
ORTHODOX

Rabbi Israel I. Goldberg  
Synagogue Center  
7124 Park Heights Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Israel M. Goldman  
Chizuk Amuno Goldman  
8100 Stevenson Road  
Baltimore, Md. 21208  
CONSERVATIVE

Rabbi Jacob S. Green  
Rogers Avenue Synagogue  
3910 West Rogers Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Pinchas N. Gross  
The Embassy  
3809 Clarks Lane Apt. 306  
Baltimore, Md. 21215  
ORTHODOX





Rabbi Jacob Kurland  
5813 Jonquil Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Herschel Leibowitz  
Greenspring Valley Synagogue  
6214 Pimico Road  
Baltimore, Md. 21209  
ORTHODOX

Rabbi Uri Miller  
Beth Jacob  
5713 Park Heights Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Herman N. Neuberger  
Ner Israel Rabbinical College  
401 Yeshiva Lane  
Baltimore, Md. 21208  
ORTHODOX

Rabbi Manuel Poliakoff  
Beth Isaac Adath Israel  
4398 Crestheights Road  
Baltimore, Md. 21215

Rabbi Samuel Rosenblatt  
Beth Tfilah Congregation  
3300 Old Court Road  
Baltimore, Md. 21208  
CONSERVATIVE

Rabbi Joseph Schechter  
Ner Israel Rabbinical College  
4411 Garrison Boulevard  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Ephraim F. Shapiro  
Greengate Cong.  
P.O.B. 5966  
Baltimore, Md. 21208  
ORTHODOX

Rabbi Joshua M. Shapiro  
3817 Glen Avenue  
Baltimore, Md. 21215  
ORTHODOX

Rabbi Abraham D. Shaw  
Oheb Shalom Congregation  
7310 Park Heights Avenue  
Baltimore, Md. 21208  
REFORM

Rabbi Levy Smolar  
Baltimore Hebrew College  
5800 Park Heights Avenue  
Baltimore, Md. 21208  
REFORM

Rabbi Samuel H. Vitsick  
3107 Labyrinth Road  
Baltimore, Md. 21208  
ORTHODOX

Rabbi Howard A. Simon  
Har Sinai Temple  
6300 Park Heights Avenue  
Baltimore, Md. 21215  
REFORM



CLEVELAND, Ohio

Jewish Population 80,000

Mr. Henry L. Zucker  
The Jewish Community Federation of Cleveland  
1750 Euclid Avenue  
Cleveland, Ohio 44115  
Telephone

---

Rabbi Abraham Berger  
Ahavath Israel  
3448 Euclid Heights Boulevard  
Cleveland, Ohio 44118

Rabbi Zalman Kazan  
Cong. Zemach Zedek  
1922 Lee Road  
Cleveland, Ohio 44118

Rabbi Arnand E. Cohen  
Park Synagogue  
3325 Euclid Heights Boulevard  
Cleveland, Ohio 44118  
CONSERVATIVE

Rabbi Jules Lipschutz  
Marmarosher Jewish Center  
2828 Lancashire Road  
Cleveland, Ohio 44106  
ORTHODOX

Rabbi Louis Engelberg  
Taylor Road Synagogue  
1970 Taylor Road  
Cleveland Heights, Oh. 44118  
ORTHODOX

Rabbi Jacob Muskin  
Warrensville Center  
1508 Warrensville Center Road  
Cleveland, Ohio 44121

Rabbi David L. Genuth  
Beth El  
15808 Chagron Boulevard  
Cleveland, Ohio 44120

Rabbi Rudolph Rosenthal  
The Temple on the Heights  
3130 Mayfield Road  
Cleveland Heights, Ohio 44118  
REFORM

Rabbi David S. Hachen  
2328 Lamberton Road  
Cleveland, Ohio 44118  
REFORM

Rabbi Max Roth and Rabbi Daniel Silver  
The Temple  
University Circle at Silver Park  
Cleveland, Ohio 44106  
Reform

Rabbi Michael B. Hecht  
Congregation Beth Am  
3557 Washington Boulevard  
Cleveland, Ohio 44118  
CONSERVATIVE

Rabbi William Seligman  
3250 East Yorkshire Boulevard  
Cleveland, Ohio 44118  
CONSERVATIVE

Rabbi Donald Heskins  
Beth Israel - The West Temple  
14308 Triskett Road  
Cleveland, Ohio 44111  
REFORM

Rabbi Myron Silverman  
The Suburban Temple  
22401 Chagrin Boulevard  
Cleveland, Ohio 44122  
REFORM

Rabbi Howard H. Hirsch  
The Park Synagogue  
3325 Euclid Heights Boulevard  
Cleveland, Ohio 44118  
CONSERVATIVE

Rabbi Arthur Lelyveld and Rabbi Soloff  
Fairmount Temple  
23737 Fairmount Boulevard  
Cleveland, Ohio 44121  
REFORM



Rabbi Philip Horowitz  
Temple Brith Emeth  
27575 Shaker Boulevard  
Cleveland, Ohio 44124  
REFORM

REFORM  
The Emanue El Temple  
Rabbi Alan S. Green  
2200 South Green Road  
Cleveland, Ohio 44112

Rabbi Israel Porath  
Heights Jewish Center  
14274 Superior  
Cleveland, Heights, Ohio 44118

Rabbi Jacob Muskin  
Warrensville Cnter  
1508 Warrensville Center Road  
Cleveland, Ohio 44121



C O L U M B U S, Ohio

Jewish Population 13,000

Mr. Ben M. Mandelkorn  
The United Jewish Fund and Council  
1175 College Avenue  
Columbus, Ohio 43209  
Tel: 614 - 237 - 7686

---

Rabbi Roger C. Klein  
Temple Beth Tikvah  
3199 Indianola Avenue  
Columbus, Ohio 43202  
REFORM

Rabbi Edward D. Kiner  
Temple Israel  
5419 East Broad Street  
Columbus, Ohio 43213  
REFORM

Rabbi David Stavsky  
1780 Halleck Place  
Columbus, Ohio 43209  
ORTHODOX

Rabbi Nathan Zelizer  
Tifereth Israel  
1354 East Broad Street  
Columbus, Ohio 43213  
CONSERVATIVE





DAYTON, Ohio

Jewish Population

7,200

Mr. Robert Fitterman, Executive Director  
The Jewish Community Council of Dayton, Ohio  
184 Salem Avenue  
Room 210  
Dayton, Ohio 45406  
TEL. 513 - 222 - 5588

---

Rabbi Samuel Fox  
Beth Jacob  
1350 Kumler Avenue  
Dayton, Ohio 45406  
ORTHODOX

Rabbi Jack Reimer  
Beth Abraham Synagogue  
1306 Salem Avenue  
Dayton, Ohio 45406  
CONSERVATIVE

Rabbi P. Irving Bloom  
Temple Israel  
1821 Emerson Avenue  
Dayton, Ohio 45406  
REFORM



D E N V E R, Colorado

Jewish Population

25,000

Mr. Nathan Rosenberg, Executive Vice President  
Allied Jewish Community Council of Denver  
400 Kittredge Building  
Denver, Col. 80202  
Telephone 303 - 266 - 3107

---

Rabbi Victor Amster  
Hebrew Educational Alliance  
1555 Stuart Street  
Denver, Col. 80220

Rabbi Israel Rosenfeld  
402 South Ivy  
Denver, Col. 80204

Rabbi Steven Edward Foster and Max Frankel  
Congregation Emanuel AND Earl S. Stone  
51 Grape Street  
Denver, Col. 80220  
REFORM

Rabbi Eliahu Steinhorm  
Beth Hamidros Hagodol Cong.  
560 South Monaco Parkway  
Denver, Col. 80222  
ORTHODOX

Rabbi Frederick J. Goldbaum  
1296 Wolff Street  
Denver, Col. 80204  
CONSERVATIVE

Rabbi Daniel T. Teitelbaum  
2554 S. Krameria Street  
Denver, Col. 80222  
CONSERVATIVE

Rabbi Daniel Goldberger  
Congregation Beth Joseph  
825 Ivanhoe  
Denver, Col. 80220  
ORTHODOX

Rabbi Mordecai Joel Unger  
4930 17th Avenue  
Denver, Col. 80204

Rabbi David Grunwald  
Congregation Zer  
1560 Winona Court  
Denver, Col. 80204  
ORTHODOX

Rabbi Raymond A. Zwerin  
Temple Sinai  
2765 South Colorado Boulevard  
Denver, Col. 80222  
REFORM

Rabbi Harold Krantzler  
Temple Micah  
195 S. Monaco Parkway  
Denver, Col. 80222  
REFORM

Rabbi Bernard Eisenmann  
Congregation Rodef Shalom  
450 South Kerney  
Denver, Colorado 80222  
CONSERVATIVE

Rabbi Manuel Laderman  
Congregation H.E.A.  
1555 Stuart Street  
Denver, Col. 80204  
ORTHODOX

Rabbi Jerome Saul Lipsitz  
Beth Joseph Congregation  
825 Ivanhoe  
Denver, Col. 80220  
ORTHODOX

AMERICAN JEWISH  
ARCHIVE





HARTFORD, Connecticut

Jewish Population 24,000

Mr. Irving Kessler, Executive Director  
Hartford Jewish Federation  
333 Bloomfield Avenue  
West Hartford  
Conn. 06117  
Tel. 203 - 236 - 3278

Rabbi Isaac Avigdor  
United Synagogues of Greater Hartford  
840 N. Main Street  
West Hartford, Conn. 06117  
ORTHODOX

Rabbi Avram N. Avritick  
Cong. Agudas Chaim  
1244 N. Main Street  
West Hartford, Conn. 06117  
ORTHODOX

Rabbi Hans S. Bodenheimer  
3 Highwood Road  
West Hartford  
Conn. 06117

Rabbi William Cohen  
Beth David Synagogue  
20 Dover Road  
West Hartford, Conn. 06119  
ORTHODOX

Rabbi Abraham J. Feldman  
Congregation Beth Israel  
701 Farmington Avenue  
Hartford, Conn. 06119  
REFORM

Rabbi Nathan Hirschfield  
Temple Anshe Shalom  
130 West Ridge Drive  
Hartford, Conn. 06117  
REFORM

Rabbi Stanley M. Kessler  
Beth El Temple  
2626 Albany Avenue  
West Hartford, Conn. 06053  
CONSERVATIVE

Rabbi Michael H. Laxmeyer  
Temple Beth Tefilah  
20 Bigelow Street  
East Hartford, Conn. 06108  
CONSERVATIVE

Rabbi Kalman H. Rosebaum  
Yeshiva of Hartford  
121 Cornwall Street  
Hartford, Conn. 06112  
ORTHODOX

Rabbi Charles Philip Sherman  
701 Farmington Avenue  
West Hartford, Conn. 06119  
REFORM

Rabbi Harold Silver  
Beth Israel  
701 Farmington Avenue  
West Hartford, Conn. 06119  
REFORM

Rabbi Howard D. Singer  
The Emanuel Synagogue  
160 Mohegan Drive  
West Hartford  
Conn. 06117  
CONSERVATIVE

Rabbi Meyer F. Zywicki  
Cong. Chevra Lumdei Mishnayeth  
191 Westbourne Parkway  
Hartford, Conn. 06112



H O U S T O N, Texas

Jewish Population 21,000

Mr. Albert Goldstein  
Jewish Community Council of Metropolitan Houston Inc.,  
5601 South Braeswood Boulevard  
Houston, Texas 77035  
713 - 729 - 1050 Telephone

---

Rabbi Louis Feigon  
4580 Beachnut #209  
Houston, Texas 77035

Rabbi Jack Segal  
Congregation Beth Yeshurun  
4525 Beechnut Boulevard  
Houston, Texas 77035  
CONSERVATIVE

Rabbi Robert I. Kahn or Roy Walter  
Temple Emanu-El  
1500 Sunset Boulevard  
Houston, Texas 77005  
REFORM

Rabbi Robert Shapiro  
3819 Merrick  
Houston, Texas 77025

Rabbi Michael P. Leburkien  
Congregation for Reform Judaism  
801 Bering Drive  
Houston, Texas 77027  
REFORM

Rabbi Nathan Witkin  
2701 Bellafontaine  
Houston, Texas 77025

Rabbi William S. Malev  
Congregation Beth Yeshurun  
4525 Beechnut Boulevard  
Houston, Texas 77025  
CONSERVATIVE

Rabbi Shalom Salfer  
United Orthodox Synagogue  
4221 S. Braeswood  
Houston, Texas 77035  
ORTHODOX

Rabbi Hyman Judah Schachtel  
Beth Israel  
5600 N. Braeswood  
Houston, Texas 77035  
REFORM

Rabbi Samuel Schwartz  
3606 Broadmead  
Houston, Texas 77025

Rabbi Raphael S. Schwartzman  
9311 Greenwillow  
Houston, Texas 77035  
ORTHODOX





M I L W A U K E E, Wisconsin

Jewish Population 23,900

Melvin S. Zaret, Executive Vice President  
Milwaukee Jewish Federation inc.  
1360 North Prospect Avenue  
Milwaukee, Wisconsin 53202  
Tel; 414 - 271 - 8338

---

Rabbi Jay Brickman  
Congregation Sinai  
8223 N. Port Washington Road  
Milwaukee, Wisc. 53217  
REFORM

Rabbi Israel Feldman  
2809 N. 55th Street  
Milwaukee, Wisc. 53210

Rabbi Bernard Grossfeld  
3404 N. 53rd Street  
Milwaukee, Wisc. 53216  
ORTHODOX

Rabbi Isaac N. Lerer  
Temple Menorah  
5015 West Center Street  
Milwaukee, Wisc. 53210  
CONSERVATIVE

Rabbi Emanuel L. Lifschutz  
Jewish chaplaincy Service  
948 N. 12th Street  
Milwaukee, Wisc. 53233  
CONSERVATIVE

Rabbi Herbert Panitch  
Beth Israel  
6880 N. Green Bay Avenue  
Milwaukee, Wisc. 53209  
CONSERVATIVE

Rabbi Harry P. Paster  
Congregation Sahlom  
7630 N. Santa Monica Boulevard  
Milwaukee, Wisc. 53217  
REFORM

Rabbi Bernard Reichman  
3154 N. 55th Street  
Milwaukee, Wisc. 53216  
ORTHODOX

Rabbi Frederick L. Wenger  
Emanuel Bnai Yeshurun  
2419 East Kenwood Boulevard  
Milwaukee, Wisc. 53211  
REFORM



S T. L O U I S, Missouri

Jewish Population 60,000

David Rabinowitz  
Jewish Federation of St. Louis  
611 Olive Street - Suite 1300  
St. Louis, Miss. 63101  
Tel : 314 - 621 - 3880

Rabbi Arnold Asher  
Shaare Zedek Synagogue  
829 N. Hanley Road  
St. Louis, Miss. 63130  
CONSERVATIVE

Rabbi Robert Blinder  
3 Bon Aire  
St. Louis, Miss. 63132  
REFORM

Rabbi M.H. Eichenstein  
Beth Israel Congregation  
3635 West Devon Avenue  
St. Louis, Miss. 63105

Rabbi Isidore Fish  
Board of Jewish Education  
8010 Carondelet  
St. Louis, Miss. 63117  
ORTHODOX

Rabbi Jerome W. Grollman  
United Hebrew Temple  
225 S. Skinker Boulevard  
St. Louis, Miss. 63105  
REFORM

Rabbi Robert P. Jacobs  
Bnai Brith Hillel Foundation  
4466 West Pine Boulevard  
St. Louis, Miss. 63108  
REFORM

Rabbi Bertram Klausner  
Bnai El  
11411 Highway #40  
St. Louis, Miss. 63131  
REFORM

Rabbi Arnold Levine and Jeffrey Stiffman  
Congregation Shaare Emeth  
560 Trinity Avenue  
St. Louis, Miss. 63130  
REFORM

Rabbi Milton H. Polin  
6958 Washington Avenue  
St. Louis, Miss. 63130  
ORTHODOX

Rabbi Lawrence M. Seigel  
Jewish Federation of St. Louis  
Jewish Hospital  
St. Louis 63110  
REFORM

AMERICAN JEWISH  
ARCHIVES





September 29, 1974

Mr. Zvi Tsur  
Clal  
62 Yehuda Halevi  
Tel Aviv

Dear Chera:

Thanks very much for the interesting lunch on Friday. I will give very serious thought to what you said, and when we meet again after my return from London on October 16, I will try to give you a definite answer.

Meanwhile, regarding all of the UJA missions which are coming here in the next two months, beginning next week, I would make the following suggestions to you:

1. You call the Executive Director in New York, Mr. Irving Bernstein, at 212-757-1500. He will know your name. Be sure to remind him that you were Chief of Staff, and that you worked with Dayan for several years. Ask him simply to inform his man in Jerusalem, who is in charge of all the missions, Chaim Vinitsky, to receive your Sales Manager and to cooperate with him.
2. Then have your man see Vinitsky at the Jewish Agency Headquarters in King George Street, Jerusalem, and work out an arrangement whereby your man will meet the chairman of every mission as it comes in each week.
3. At least once during each mission there is a large dinner in the evening with everybody present. At that dinner, in whichever hotel it is held, your man should set up a table near the entrance to the dining room, with a set of encyclopedias on display, and you should also have him put a brochure at every table setting the same evening.
4. Note - Vinitsky is very bureaucratic, and unless he receives an instruction from Bernstein in New York to cooperate with your man, he will not do so. So your call to Bernstein is very important.
5. Regarding all the missions which are coming from England, the person to talk to is the Director of the JIA (Joint Israel Appeal) in London, Mr. Michael Barzilai, whose number in London is 01-930-6181. Have a similar chat with him, as with Bernstein, and ask him to issue a similar instruction to his man in Israel, Baruch Bandet, whose office in Tel Aviv is 03-267052. Then have your man contact Bandet and make the same request - i.e., connect with each chairman of each mission as they arrive.



Page 2

Enclosed is a brochure describing the project on which I am working now. When I get back we can talk about it further.

As ever,

Herbert A. Friedman





Auspices -  
International Educational  
Committee for Dr. E. J.

---

who are other members?



M E M O R A N D U M

To : Mr. Y. RISCHIN  
From : Dr. RAPHAEL POSNER

re: SUGGESTED BASIS OF PAPER DELINEATING  
OUR RELATIONSHIP WITH RABBI HERB FREEDMAN

- 1) We will establish a body which will be tentatively called "The Encyclopaedia Judaica International Education Committee" of which Rabbi Freedman will be the chairman. Other members of this committee will be outstanding personalities in Jewish life, preferably from a wide range of countries of origin. I would suggest that the following people be considered as members of this committee :

Jacob Tzur  
Rabbi Dr. Louis Rabinowitz  
Rabbi Dr. Weiler  
Rabbi Dr. Theodore Freedman

The purpose of this committee will be to find ways and means of improving the quality of Jewish education -- both adult and junior -- through the medium of the Encyclopaedia Judaica and the various products which have been or will be created around it. The managing director of Keter will ex officio serve on this committee.

- 2) Rabbi Herb Freedman, as chairman of this committee, will be responsible for the implementation of the measures outlined above. For this purpose, he will work for one day a week at Keter where he will be given an office and any secretarial help he needs. In addition, he will travel to the U.S. twice or three times a year to bring the existence and importance of this committee to the attention of the communal leadership there, and direct this aspect of the promotion of the Encyclopaedia.



- 3) Rabbi Freedman will receive a retaining fee of plus all expenses for any activities he undertakes on behalf of the committee.

Yours sincerely,



RAPHAEL POSNER

RP/EEB



1511  
5000  
227  
November 20, 1974

Mr. I. Rischin  
Managing Director  
Keter Publishing House  
Givat Shaul  
P.O.B. 7145  
Jerusalem

Dear Mr. Rischin:

For the sake of good order, let me reduce to writing the simple agreement which exists between us:

1. I shall be happy to serve as Chairman of the Encyclopedia Judaica International Committee, whose purpose it will be to explore ways and means of improving the quality of Jewish Education through the medium of the Encyclopedia, and other publications which have been or will be created around it.

In this capacity I shall consult, advise, plan and help to execute various programs, both in the head office of Keter in Jerusalem, and travelling abroad when necessary.

2. You have indicated a willingness to place at my disposal the sum of \$600 per month, beginning 1 November, 1974. I would appreciate your New York office placing that amount in my New York bank account, at the Chemical Bank, 1501 Broadway, New York City, account number 004-204972: Enclosed are twelve deposit slips which are to be used each month in making deposits. You can forward these to your New York Office, and ask them to return the duplicate slip to me each month, which will verify to me that the deposit has been made.

Sincerely yours,

Herbert A. Friedman

If this is agreeable, will you please sign and return one copy to me:

Signature..... *H. Friedman*

Date..... *20/11/74*



November 20, 1974

Mr. I. Rischin  
Managing Director  
Keter Publishing House  
Givat Shaul  
P.O.B. 7145  
Jerusalem

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Sincerely yours,

Herbert A. Friedman

If this is agreeable, will you please sign and return one copy to me:

Signature.....

Date.....



January 26, 1975

Rabbi Hugo Gryn  
West London Synagogue  
33 Seymour Place  
London W.1.  
ENGLAND

Dear Hugo:

I am sure you recall one of our conversations in which I spoke to you about the Encyclopedia Judaica. I told you that they had asked me to serve as a consultant, to offer suggestions as to how the Encyclopedia could be more widely distributed. I accepted the assignment because of my conviction that the Encyclopedia is an excellent educational tool, whose proper use in every Jewish home would increase Jewish knowledge, and consciousness. These objectives are exactly the things to which you and I devote our lives.

The plan I am proposing for the United States is quite simple: to enlist the support of the Executive Director of the community in the formation of a volunteer group of women as a sales force, just as they do for the campaign, and to offer as an incentive to the community various kinds of scholarship trips to Israel, as described in the enclosed sheet. These trips can be for seven weeks for students in the summer, or for two weeks any time in the year for Young Leadership types, or even for adults.

In England there are no individual Executive Directors, so I thought that an approach could be made through the individual rabbis in the synagogues. In other words, if your Women's Guild were to get behind the project on behalf of the synagogue, they would be able to earn several scholarships which they could hand out to people of their own choosing. One thing I thought of was to develop some sort of essay contest within the upper grades of the religious school or the youth group, for which prizes could be any number of trips which you have at your disposal. On the other hand, if the Women's Guild wanted the money for some project of its own within the synagogue, they could have it. This is really a volunteer effort, on a high level, with quite idealistic objectives, namely, the introduction of the Encyclopedia into a Jewish home, coupled with earning the way for a young person to get to Israel, or earning support for some worthy synagogue internal project.

*Bowen*  
The person representing the Encyclopedia in England, Mr. Rafael Rothstein, will call you for an appointment, to discuss the whole project. I have already told him that you are a most helpful and cooperative person, which is a British understatement. You would blush if I wrote what I really thought.

As ever,

Herbert A. Friedman

Encl.



January 26, 1974

Rabbi Sidney Brichto  
Liberal Jewish Synagogue  
28 St. John's Wood  
London N.W.8.  
ENGLAND

Dear Sidney:

I do not recall if I ever told you that the Encyclopedia Judaica had asked me to serve as a consultant to offer suggestions as to how the Encyclopedia could be more widely distributed. I accepted the assignment because of my concrete conviction that the Encyclopedia is an excellent educational tool, whose proper use in every Jewish home would increase Jewish knowledge and consciousness. These objectives are exactly the things to which you and I devote our lives.

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I am writing to you in your double capacity - as a rabbi at the Liberal Jewish Synagogue, and as the Director of the JIA Young Leadership. In the former role, I would ask you to support the project with John Rayner, to whom I am also writing, and to work out a plan inside the synagogue itself, among the membership.

In the latter role, you might want to give some thought as to whether there is any way that the Young Leadership Cabinet could earn some trips for itself, to have at its disposal to distribute as incentives to people whom you want to attract to the work by turning them on through a visit to Israel.

The representative of the Encyclopedia Judaica in England, Mr. Rafael Rothstein, will call you for an appointment, to discuss both approaches. I know you will cooperate with him. He will also be calling John. It might be wise for you to sit with him together with John on the synagogue approach, and then separately on the Young Leadership approach.

As ever,

Herbert A. Friedman



January 26, 1974

Rabbi Sidney Brichto  
Liberal Jewish Synagogue  
28 St. John's Wood  
London N.W.8.  
ENGLAND

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Herbert A. Friedman



January 26, 1975

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Liberal Jewish Synagogue  
28 St. John's Wood Road  
London N.W.8.  
ENGLAND

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With many thanks in advance, I am,

Sincerely,

Herbert A. Friedman



January 26, 1975

Rabbi John Rayner  
Liberal Jewish Synagogue  
28 St. John's Wood Road  
London N.W.8.  
ENGLAND

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With many thanks in advance, I am,

Sincerely,

Herbert A. Friedman



**INCENTIVES FOR EDUCATIONAL SALES OF ENCYCLOPEDIA JUDAICA**

1. One set of the encyclopedia for every six sets sold (which can be given to schools, congregations, colleges, organizations, or kept by the salesman himself).
2. One scholarship for seven weeks in a Jewish Agency Summer Program in Israel, including round-trip transportation, for every eight sets sold.
3. One round-trip ticket to Israel for every ten sets sold.
4. One round-trip ticket - plus two weeks in Israel, all inclusive - for every twelve sets sold.

(above scholarships and trips are at disposal of synagogue, or any other organization sponsoring the sale, to be awarded by them to persons of their choice).

5. Cash - thirty pounds sterling - for each set sold (which can be used by the organization sponsoring the sale, in any way it wishes).

-----

Retail Price: 240 Pounds Sterling

The amount is payable in monthly installments, over two or three years.

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-----

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England

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-----

**Retail Price: 240 Pounds Sterling**

**The amount is payable in monthly installments, over two or three years.**

## SUGGESTED CONTACTS IN LONDON

It is suggested that Rabbi Friedman contact the following.

1. Mr Trevor Chinn - to be instrumental in setting up a British Educational Committee headed by himself or by whoever he recommends. The following names have been brought up as possible members of the committee: Rabbi Leslie Handman, Mr Leonard Wolfson, Mr Moshe Davis, Mr William Margulies. Keter Publishers Ltd., - The EJ distributor in the U. K. will provide the clerical services required by the committee. Its managing director, Mr Reuven Rothstein will provide the necessary backing to the committee's chairman or secretary who will actually head the operation.
2. Mr Leonard Wolfson - to take up again with him a plan that had been discussed with him some time ago, but which fell through at the time for various reasons. The Wolfson Foundation will donate sets of the E.J. to non-Jewish institutions and libraries throughout the U. K. Our present offers : £150 per set approx \$350 for a minimum of 200 sets

Bolsover House  
5-6 Clipston  
W.1

(6) 323-4856  
(h) 586-3072



List of specific requests to make of Sapir, at meeting of 22 December 1974

1. His personal letter to the ten executive directors, supporting the Encyclopedia Judaica, and asking them to cooperate in its sale.
2. His personal letter to IB of UJA and PB of CJFWF a) telling them what he is doing - and sending them a copy of his letter to the Executive Director.  
b) asking them to push the idea of giving set of EJ as testimonial gift.
3. A personal letter to MA of Bonds, urging 2b.
4. Personal letter to EM of UJANY, urging 2b.
5. Personal letters to heads of selected organisations, asking them to do everything possible to spread the EJ - Hadassah, NCJW, ~~Bnei~~ Brith, Zionist Federation, JWV, and all three religious organisations. *women's opt*
6. Personal letter to selected list of big donors and bond purchasers, asking them to purchase EJ (above what level?) - lists to be obtained from both organisations - this is complex - they won't give out lists - ask them to address a set of envelopes and send them to Sapir in Israel - with Sapir's Israeli return address printed on the envelope. Then the envelopes can be stamped here, not postage meter, and posted from here. Enclose a card addressed to EJ in New York, indicating interest and asking for information.
7. Personal letter to all members of the Assembly of the Jewish Agency (approximately 250 - check for duplications with list in #6 above) asking them to purchase. Enclose same card as above.
8. Personal letter to Mike Barzilai of JIA in London, asking for names of CEC members (approximately 40) to whom #6 letters should be mailed from Israel, and also asking for 2b above. #6 letters should contain card addressed to EJ in London.

2b, 3, 4, 5, must all be followed up by EJ New York office, for translation into some specific act, even if only the mailing of brochures to get leads.

*Draft all letters for Sapir.*

IB- Irving Bernstein  
PB- Philip Bernstein  
MA- Michael Arnon  
EM- Ernest Michel



Ever since the Yom Kipur war one of the greater crises through which Israel has been convulsing has been the question of faith in itself, its leaders, and ideals. A generation ago, when we fought the hardest war of all, the War of Independence, our people had a deep unshakeable faith which was based upon the education they had received in their generation regarding Jewish ideals and values.

During the course of the past 26 years perhaps we have been too busy with the material side of developing and protecting our growing country, so that we all were dealing with quantities instead of qualities. Our youth today are asking questions which show the difference in the kind of education they have received. It is not their fault.

But this should point to us the fact that no matter what we're going through today, and no matter how concerned we are with war and economic difficulties, we must never lose sight of the fact that the education of the next generation is an absolute and a prime responsibility. Education NOW, Hafke now, when it would seem almost strange to be concentrating on that subject, is really the best guarantee we have for the survival of our people in the future. The deeper the faith we can inculcate into our children, the more we will inoculate them against all crises of the future.

The EJ is one of the most effective and valuable tools by which to achieve this education. Placed in every home, it is within arm's reach of every young man and woman who can absorb the heritage of his people steadily and day after day, if he but will to do so. It is the most important Jewish publication in the English language produced in this century. I believe that this Encyclopaedia can make a major contribution to the strengthening of the Jewish communities throughout the world, and to the intensifying of their Zionist consciousness. Without deepening the knowledge of our Jewish heritage and culture, the success we can hope to achieve in our efforts will be very limited indeed.

I want to suggest to you, therefore, the following action:

- 1) to make
- 2) to cooperate with the new york represent EJ
- 3) to take steps inside your organ to urge every member who can purchase his own personal set.



31 Belitha Villas  
Islington  
London N1

6th December 1974

Rabbi H. Friedman  
Rehov Ibn Gvrol 15  
Jerusalem  
ISRAEL

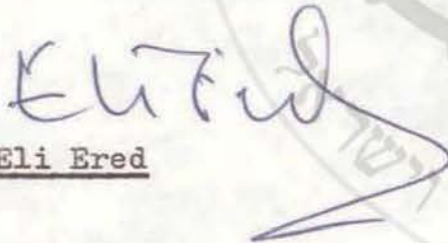
Dear

As promised, I am enclosing my curriculum vitae and I am sure you will make what use of it as needed. As pointed out - ideally I would prefer to negotiate on the basis of late 1975, but I am leaving it in your hands.

The Campaign is going somewhat slowly, but I hope it will gain impetus in the new year.

Best wishes and again many thanks.

Sincerely yours,



Eli Ered

Eli Ered

## C U R R I C U L U M V I T A E

Eli Ered  
Rehov Rozen 9  
Ramat Gan 52 224  
Israel

Present address:  
31 Belitha Villas  
Islington  
London N1

Born 2nd November 1923 of Polish born parents. Yeshiva graduate. Came to England in 1938, continued his studies at Liverpool Yeshiva. Joined the British Army and served in the Jewish Brigade, discharged with rank of Staff Sergeant. Came to Israel in May 1948.

Served in the Israel Air Force until 1954 in the rank of Major and on discharge had worked for 4½ years in Air Force Intelligence.

Since 1954 has worked in advertising and public relations, both as partner in one of the leading agencies and also as independent, self-employed consultant. Fully proficient in Hebrew and English and Yiddish; also a fair command of German. Wrote Israel Air Force history of 1948-1949 period, incorporated in N. Lorch's "History of the War of Liberation" published by Putnam and Masada.

Several examples of projects handled in the last 7 years are listed below.

1. Wrote, co-edited and published Hebrew and English Album of "Six Day War". Marketed with considerable success in Israel. The English-language edition (Israel at War) was co-published with Vallentine, Mitchell Limited of London - with less success.
2. Represented and negotiated on behalf of one of Israel's best-known secret agents - WOLFGANG LOTZ (Zeev Gur-Arye). Negotiated the sale of his book and film rights, with considerable success. Arranged for interviews in depth, with several magazines and newspapers, among them 'Stern' and 'Time'.

Is now engaged in fund raising - as Organiser of major London districts of Joint Israel Appeal.



INTERNATIONAL EDUCATIONAL COMMITTEE OF THE  
ENCYCLOPAEDIA JUDAICA

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1. For various reasons we have until now failed to penetrate the Jewish establishment with the Encyclopaedia Judaica. The vast potential inherent in the mass membership of the Jewish organizations, both in the national and local levels, is still almost untapped. This applies particularly to the U. S.
2. We have consequently decided to launch a widespread operation aimed at selling the Encyclopaedia Judaica through local committees to be set up under the aegis of the Jewish Federations in every city. For this purpose we are setting up an International Educational Committee of the Encyclopaedia Judaica to include well-known scholars and authors sympathetic with our work. Rabbi Herbert Friedman, a former Executive Chairman of the United Jewish Appeal in the US, has agreed to be the Chairman of this Committee.
3. The main thrust of this "educational" operation will be in the U. S. Rabbi Friedman has selected ten middle- and small-sized communities for a "pilot project" to be undertaken during the first half of 1975, as follows: Baltimore, Cleveland, St. Louis, Houston, Milwaukee, Denver, Hartford, Atlanta, Columbus, Dayton.
4. Rabbi Friedman, accompanied by someone to be designated by us, will visit the executive directors of the Jewish Federations in the above cities to explain to them what the EJ is and have them organize local committees to sell the EJ. These local committees would get started once the main thrust of the 1975 UJA is over. For this purpose, every executive director will be requested to call a local meeting of "volunteers" for April or May, which will be attended by a Keter representative and at which the local "educational EJ campaign" will be launched.



5. During these short, one-day visits to the above cities, the executive directors of the local Bureaus of Jewish Education will also be contacted. If there is time left, one or two of the most influential local rabbis will be visited.

TIME-TABLE FOR FIRST STAGE

1. Keter's New York Office will call the executive directors of each of the above Federations during the week starting December 16. Appointments should be made for the two weeks starting January 27. (If necessary, this can be stretched by 2 - 3 days).

THURS Jan 23 - travel

14-21 days

2. Suggested itinerary for Rabbi Friedman and escort:

SUNDAY Jan 26

Baltimore (in N.Y.C.)

Monday, January 27

Hartford

~~Tuesday, January 28~~

~~Baltimore~~

Wednesday, January 29

Atlanta

Thursday, January 30

Denver

Friday, January 31

Houston

Saturday, February 1

"

Sunday, February 2

"

Monday, February 3

St. Louis

Tuesday, February 4

Milwaukee

Wednesday, February 5

Dayton

Thursday, February 6

Columbus - Tent.

Friday, February 7

Cleveland - TWA

Shabbat Feb 8

return to Israel

The days and sequences can, of course, be changed according to the executive directors' availability. However, the following factors have to be kept in mind:



- a. Geographical considerations;
- b. Intercity flights should be scheduled wherever possible for the evenings;
- c. Recommended city schedule: 10a. m.: Executive Director of Federation; 12 noon or early afternoon: Bureau of Jewish Education; afternoon: rabbis.

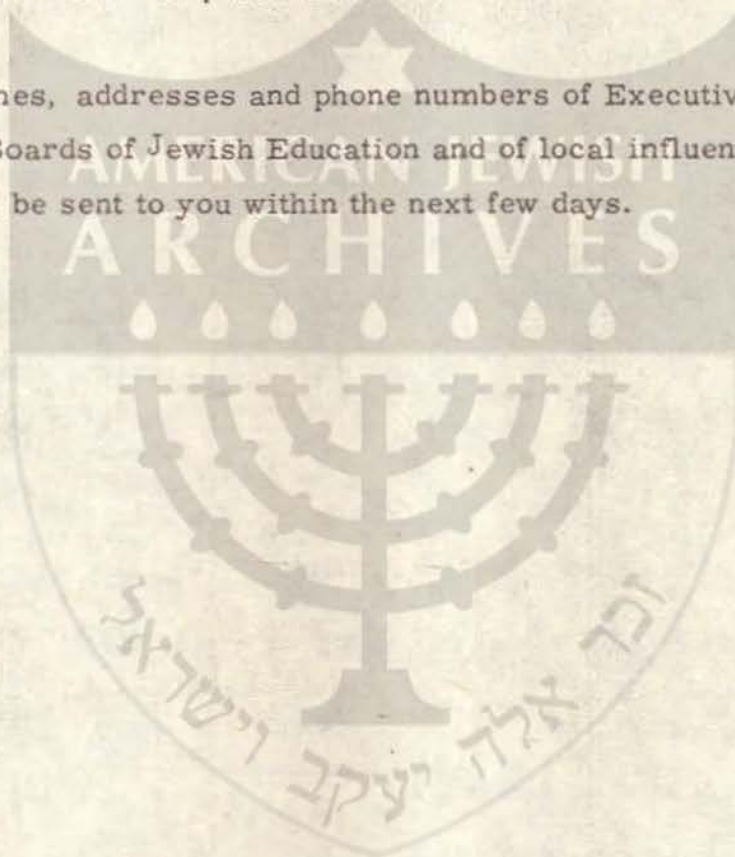
(The Executive Director of the Jewish Federation in St. Louis just visited Israel and has promised his support to the project. Rabbi Friedman spoke to him and he is now expecting the phone call from New York.)

- 3. The Bureaus of Jewish Education and rabbis should be contacted only after all Federation Executive Directors have confirmed the meetings and the entire itinerary is drawn up.
- 4. During the first half of January the logistics of the operation will have to be undertaken by the New York office: airline bookings and tickets, hotel reservations, etc. Likewise, kits including relevant promotional material will have to be prepared for each meeting, to be left with the executive directors. These will also include a one-page memo explaining the pricing structure of the "educational" sales.
- 5. Once the ten-city tour is completed, the New York office will have to organize the local meetings, wherever agreed upon, and prepare all relevant material. These meetings will be scheduled for the months of April and May, once the UJA campaign is over, and a Keter representative may then have to spend a few days in every city to "train" the volunteers and make all necessary "technical" arrangements for the special EJ operation.

Enclosed material

1. Names, addresses and phone numbers of Executive Directors of Jewish Federations.
2. Pricing structure
3. Instructions for phone calls

NOTE: Names, addresses and phone numbers of Executive Directors of Boards of Jewish Education and of local influential rabbis will be sent to you within the next few days.





## SUGGESTED APPROACH FOR TELEPHONE CALLS

### 1. To Executive Director of Federation

I am calling from New York on behalf of the Encyclopaedia Judaica, which I am sure you are familiar with.

Rabbi Herbert Friedman, former Executive Chairman of the UJA, now living in Israel, has taken an interest in the Encyclopaedia. He sees in it an important device for strengthening Judaism, Jewish consciousness and Israel, and has therefore agreed to become chairman of our International Education Committee.

Rabbi Friedman will be coming to the U. S. at the end of January and with his permission we are making appointments for him with the Executive Directors of the Federations in several selected cities. He wants to talk to you about ways and means in which your community could be instrumental in placing the Encyclopaedia in as many homes as possible.

He has suggested that you feel free to invite anyone else, lay or professional, to the meeting whom you consider relevant.

He has also asked us to communicate to you his willingness to do anything possible to assist the campaign while he is in your city.

May I suggest Monday, January 27 etc., etc.,

### 2. To Executive Director of Bureau of Jewish Education

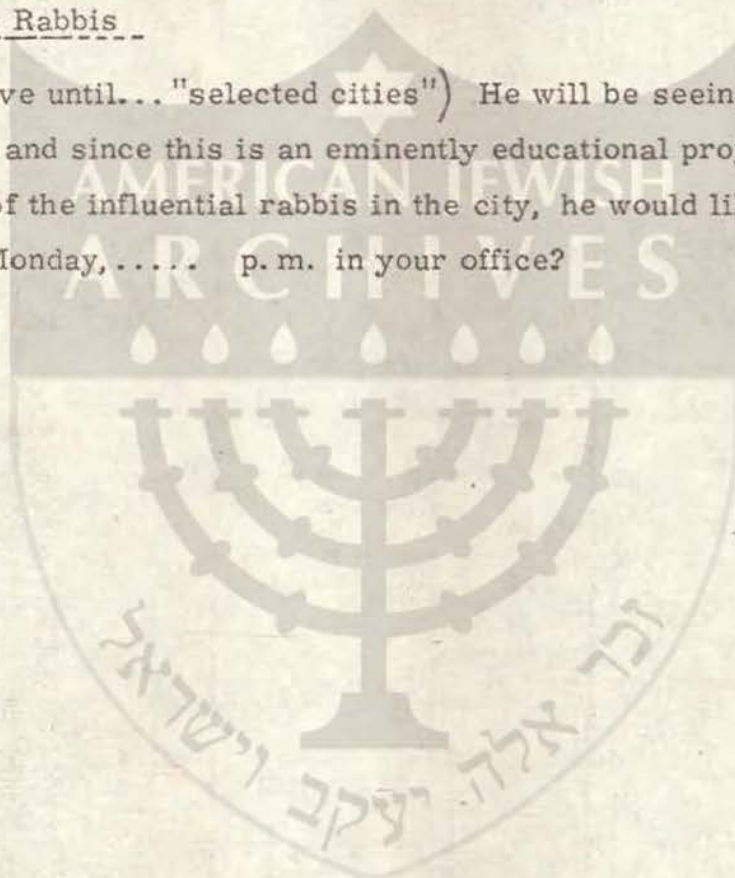
(same as above until... "selected cities" )

He will be seeing Mr. .... in your city, and since this is an eminently educational project, he would like to have a meeting with you too. He wants to talk to you about ways and means in which your Board could be instrumental in placing the Encyclopaedia in as many homes as possible. He has suggested that

you feel free to invite anyone else to the meeting whom you consider relevant, perhaps the President of your Bureau, or even your entire committee. How about Monday, ..... at 2 p.m. in your office, or perhaps we could have a bite together for lunch?

3.           To Rabbis          

(Same as above until... "selected cities") He will be seeing Mr. .... in your city, and since this is an eminently educational project and since you are one of the influential rabbis in the city, he would like to meet you too. How about Monday, ..... p.m. in your office?





PRICE STRUCTURE FOR "EDUCATIONAL" SALES IN THE U. S.

1. Retail Price: \$ 620
2. Suggested incentives:
  - a. One set of the encyclopedia for every ~~five~~<sup>Six</sup> sets sold (which can be given to schools, congregations, colleges, organisations, or kept by the salesman himself).
  - b. One scholarship for seven weeks in a Jewish Agency Summer Program in Israel, including round-trip transportation, for every ten sets sold.
  - c. One round-trip ticket to Israel for every 15 sets sold (which can be given as scholarships by Federation, or any other organization sponsoring the sale).
  - d. One round-trip ticket - plus two weeks in Israel, all-inclusive, - for every 20 sets sold.
  - e. ~~Cash - \$75 - for each set sold ( which can be used by the organisation sponsoring the sale in any way it wishes).~~

AGENDA FOR MEETING WITH EXECUTIVE DIRECTOR  
OF FEDERATION

---

1. Explanation about Encyclopedia
2. Motivation - to spread this important instrument for Jewish Education and consciousness
3. Incentives
4. Various methods of operation:
  - a) Women's Division of Federation
  - b) Sales force from Center membership
  - c) Joint synagogue committee
  - d) Hadassah and/or Council of Jewish Women
5. Literature
6. Suggest placing set in Board Room of Federation
7. Set date for starting the action - after Passover -  
i. e. bringing the selling group together, for instruction and inspiration.



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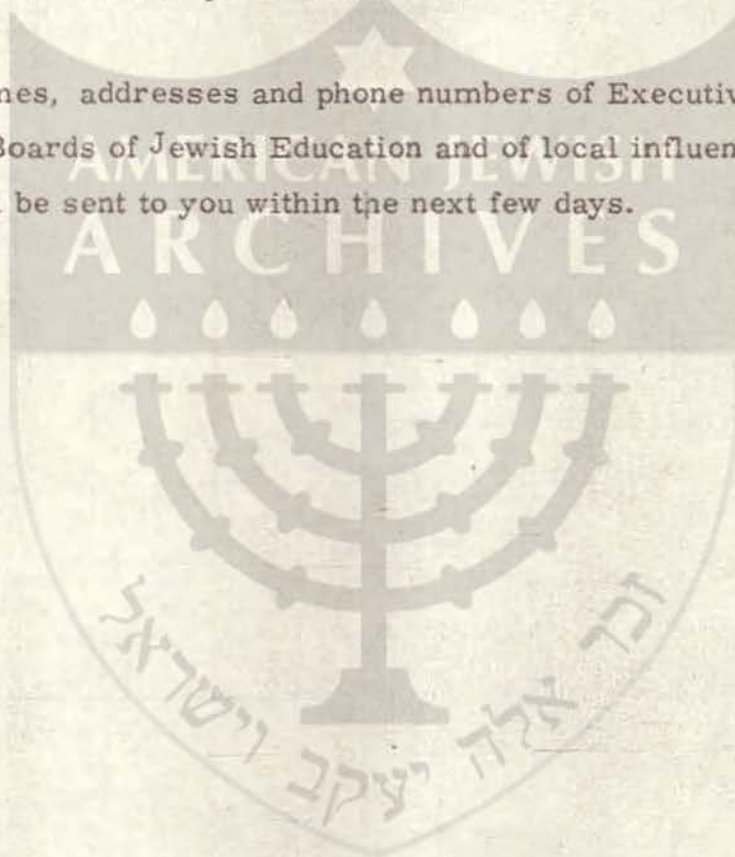
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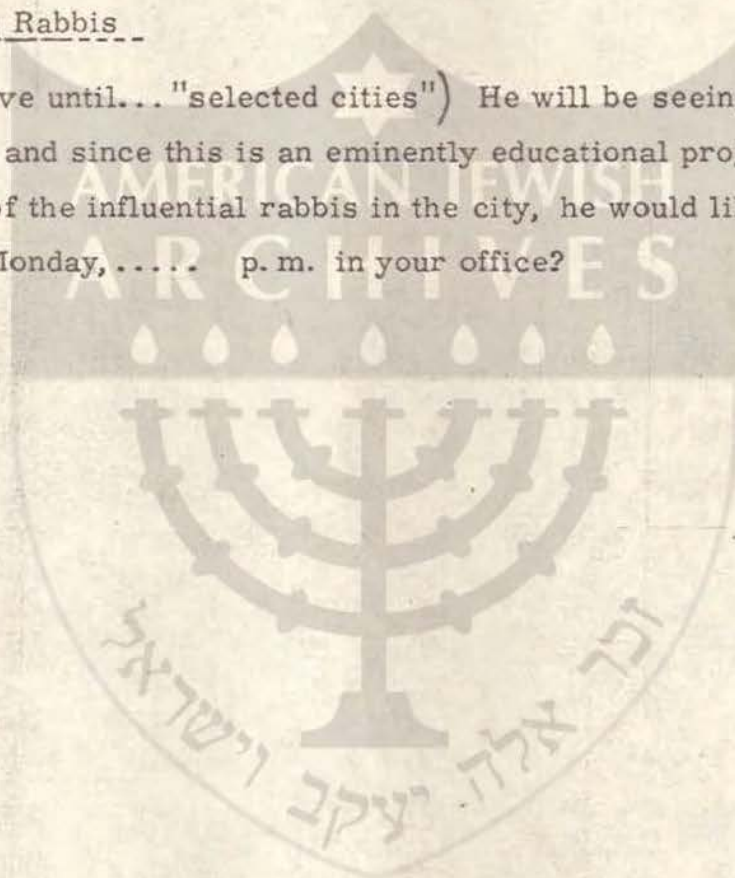
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PRICE STRUCTURE FOR "EDUCATIONAL" SALES IN THE U. S.

1. Retail Price: \$ 620. -
2. Keter's net: \$ 550. -
3. Instead of a cash commission of \$ 70. - for every set sold, the following additional possibilities can be offered:
  - a. One free set for every 8 sets sold; this can either be kept by the interested party or donated by him to his congregation, or school, or whichever other organization he chooses.
  - b. One de-luxe leather-bound set for every 15 sets sold.
  - c. A free two-week trip to Israel, all included, as guest of the EJ, for every 20 sets sold, or a free airline return ticket to Israel for every 15 sets sold.
  - d. A scholarship for a Jewish Agency-sponsored summer camp in Israel, for every 15 sets sold.
  - e. A free weekend in Eilat, plus tour to Sharm el-Sheikh, plus return air fare from Tel Aviv or Jerusalem, for every 3 sets sold.

(exact figures for possibilities c), d) and e) will be determined on the basis of final travel prices for 1975)





# אנציקלופדיה יודאיקה ENCYCLOPAEDIA JUDAICA

16th October, 1974

Dear

As a participant in the current United Jewish Appeal Study Conference, it is taken for granted that you are already deeply committed to Israel.

During this week you will have seen and heard much about Israel, its achievements and its problems. By far the most comprehensive and up-to-date material on Israel is to be found in the 16-volume Encyclopaedia Judaica (plus the 1973 and 1974 year books which update it). Israel's story is accompanied by fine color and black and white illustrations.

The Judaica was prepared in Jerusalem between 1967 and 1971 by an army of 2,500 top scholars whilst Sadat was preparing for war. Realizing the difficult times ahead and the need for maximum understanding and support, the government of Israel, as well as the publishers, saw the project as one of extreme urgency in order to make accessible to the widest possible Jewish and non-Jewish audiences the most comprehensive information on Israel's civilization and the Jewish heritage.

20,000 copies have been distributed throughout the world; many more tens of thousands of sets of the Judaica should reach Jewish homes and institutions to fulfill the educational objective of the sponsors.

You can top off your current visit to Israel by doing a mitzvah to yourself, your children and your children's children, your friends and your community by acquiring sets for yourself or for them.

You can convince yourself of the true value of the Encyclopaedia Judaica by perusing it at your stand in the lobby of the Hilton Hotel (near the Post Office). The set, which is shipped to your home address or any other specified address, will be made available at a concession price to all participants of the U. J. A. Study Conference who place their order this week.



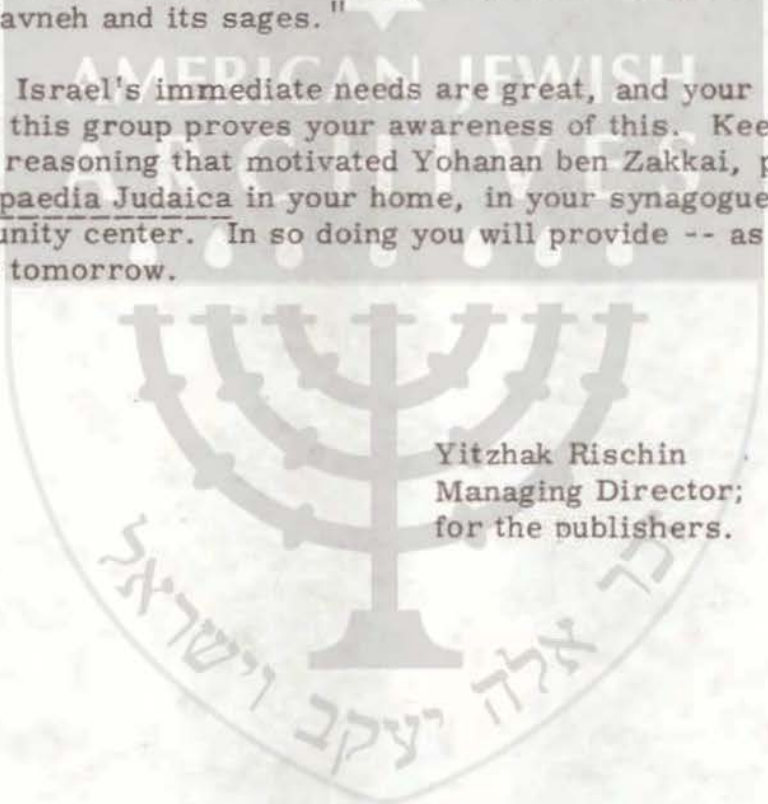


# אנציקלופדיה יודאיקה ENCYCLOPAEDIA JUDAICA

- 2 -

When Jerusalem was beleaguered two thousand years ago, the foremost sage of that generation, Yohanan ben Zakkai, realized that the Jewish people and its national home could continue to thrive only if the scholars' lamps were kept alight. Accordingly, he entered the Roman camp and boldly requested the general: "Give me Yavneh and its sages."

Today, too, Israel's immediate needs are great, and your presence in this group proves your awareness of this. Keeping in mind the reasoning that motivated Yohanan ben Zakkai, place the Encyclopaedia Judaica in your home, in your synagogue and in your community center. In so doing you will provide -- as he did -- for Israel's tomorrow.



Yitzhak Rischin  
Managing Director;  
for the publishers.

I am interested in learning how I can help in introducing the Encyclopaedia  
Judaica to more homes in my own city

NAME .....

ADDRESS .....



Please deposit this slip in the box at the E. J. stand in the lobby.



Leaders of the Jewish People see the *Encyclopaedia Judaica* as a book with a mission.

PINHAS SAPIR, Chairman of the Executive of the Jewish Agency for Israel and The World  
Zionist Organization. Former Israel Minister of Finance.

"You will certainly be pleased to know that we regard this Encyclopaedia project as a great cultural challenge for Israel and world Jewry and have therefore granted the enterprise every possible encouragement, support and assistance.

We are delighted that the *Encyclopaedia Judaica* was published on time and achieved a high international academic standard for which we have no doubt that it will bestow great credit to Israel and the Jewish people. It is indeed a monumental work which can have far reaching positive effects on future generations everywhere."

GOLDA MEIR, Former Prime Minister of Israel.

"With the publication of the *Encyclopaedia Judaica*, I am happy to congratulate the academic staff and the publishing house on this historic endeavor in Jewish scholarship throughout the world. Side by side with the physical ingathering of the exiles, the State of Israel has become the central repository, inspiration and driving force for Jewish scholarship throughout the world. The new *Encyclopaedia Judaica* is the result of years of coordinated effort between scholars here and abroad. It covers in popular form a vast gamut of Jewish knowledge and history, ranging from the dawn of our people's appearance on the world scene till the State of Israel in our time. It is a reference book for scholars. It is a great educational instrument for the deepening of Jewish faith, identity and sense of historical involvement.

The *Encyclopaedia Judaica* will, I am sure, become an integral part of the library of all those who, in the words of the wisest of all men, seek to "acquire wisdom and knowledge."

DAVID BEN GURION, the first Prime Minister of Israel.

"One of our main problems today as a People is the preservation of our heritage by ensuring that it remains with the youth.

I sincerely hope that Jewish youth throughout the world will learn Hebrew, but in the meantime, it is vital for our youth to learn its heritage and to understand the reason for much that has happened to the Jewish People. I am therefore convinced that it is the duty of every Jewish parent in the English speaking world to have a copy of the *Encyclopaedia Judaica* in their home, for the benefit of the generation to come."

## AMERICAN JEWISH ARCHIVES

HERMAN WOUK, noted Jewish American author.

"The field of Jewish reading in English for the layman has been transformed by the publication in 1972 of the *Encyclopaedia Judaica*. A home library in Judaism should start with this set. No library in a synagogue, temple, or Hebrew school should be without this beautiful and masterly sixteen-volume reference work.

Keter Publishing House, Jerusalem, produced it in the phenomenal time of five years, employing a galaxy of scholars and authorities. All encyclopedias are uneven in readability and quality, all suffer from incompleteness, errors and omissions. The concept in its very nature is perfectionist. But in this *Encyclopaedia Judaica* the English-speaking public now has a sweeping survey of Judaism, Jewry, and Jewish History, beyond compare for grandeur, completeness and readability, and sheer fascination."



The Encyclopaedia Judaica, as you are aware, is a Clal project, of which we are justifiably very proud. It is not an exaggeration to say that we have created an educational instrument of tremendous magnitude both for Israel and the <sup>1312</sup> one which will have lasting value for many generations.

It is now being used widely throughout the world in libraries, universities and in Jewish homes. The attached small selection from the endorsements and reviews received give an indication of how the Encyclopaedia has been received. ?

I am turning to you as part of the Clal family to make sure that you have availed yourself of the opportunity of acquiring the set for the library of your firm and your own personal library. Here you have the most comprehensive and reliable reference source for everything connected with Israel and the Jewish people, up-dated annually by Year Books.

In addition I would appreciate your helping in <sup>bringing</sup> ~~fixing~~ the Encyclopaedia to the attention of other members of your staff whom you think should have it. And please remember that when a very special gift is needed the Encyclopaedia could very often be the best choice.

You will be able to acquire the sets at a concession price for your firm, yourself or your staff for all orders placed before Dec. 31st, 1974.

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Facts, Figures and Endorsements



לפני כשנתיים הוצאנו לאור כאן בירושלים את האנציקלופדיה יודאיקה -

מפעל שאין דומה לו באוצר הספרים היהודיים שהופיעו במאה הזאת. אלפיים וחמש מאות מסובי החוקרים היהודיים בכל רחבי תבל ובכל שטחי מדעי היהדות השתתפו בהכנת 16 הכרכים המהווים סקירה רחבה ומעמיקה בכל הנוגע לעם ישראל ולארצו, לתולדותיו בכל הזמנים ובכל מקומות פיזורו, לתנועת התחייה ולחלקו בתרבות העולם, בהדגשה מיוחדת על מדינת ישראל והתפתחותה מהווסדה ועד היום הזה. ב-25 אלף ערכים נדונים כל ההיבטים לאהדות כולל דת, ספרות (עברית, יידיש, וכל לשון שענינים יהודיים פוגעים בה) הפטוריה (כולל ארכיאולוגיה) משפט עברי ועוד ועוד. ביוגרפיות המכילות מידע מדויק והערכה נמצאות לגבי כל אישיות איזו שהיא שאי פעם בהיסטוריה תרמה תרומה לעם ישראל.

בעידן זה של גודש אינפורמציה נזקק איש הציבור למידע מעודכן לגבי קשת רחבה של נושאים. באנציקלופדיה יודאיקה ניתנים כל רבבות הפרטים להשגה מיידית בעזרת המפתח המפותח המשוכלל המכיל כרבע מיליון פריטים. העובדה הזאת בנוסף לצורת הגשת הנושאים והביבליוגרפיה המלאה המלווה כל מאמר, תאפשר לך להכין את מאמריך ונאומיך בכל נושא יהודי או ישראלי במירב היעילות. מוגשת לך באנציקלופדיה יודאיקה עבודתם של כ-2,500 מומחים המשמשים לך כיועצים. האנציקלופדיה היא גוף חי ודינמי, כי כל שנה יוצא לאור כרך נוסף ספר שנחנך - המביא לך את מה שהתרחש בעולם היהודי באותה שנה בנוסף למאמרים ממיטב הוגי הדעות והחוקרים בנושאים העומדים על הפרק.

האנציקלופדיה יודאיקה כבר כבשה לה מקום נכבד בספר עזר נאמן במוסדות לימוד והשכלה גבוהה בישראל וברחבי העולם, ומרבים להסתמך עליה בספרות מקצועית ובעיתונות. הוא הדין בחוגים דיפלומטיים ובין-לאומיים שנזקקים לאינפורמציה מעודכנת בכל הנוגע לעולם היהודי. אין לי ספק שתשמע באותה מידה של הצלחה גם אוחך כאיש ציבור ומרצה.

בית הוצאה "כח" ירושלים בע"מ, שמח לאפשר לחברי הכנסת לרכוש נכס לאומי זה בתנאים הנחה מיוחדים.

באם הנך מעוניין בקבלת פרטים נוספים, אנא, מלא את החלוש הרצ"ב והעבירו אלינו.

אנו מצדנו נשמח להציג בפניך, בביתך, כרך של האנציקלופדיה לעיון והתרשמות.





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Jewishness is inseparable from identification with the land of Israel. For the overwhelming majority of Jewry, Israel has always meant something very real and the yearning to return there and rebuild a Jewish center has had an immediate and personal impact.

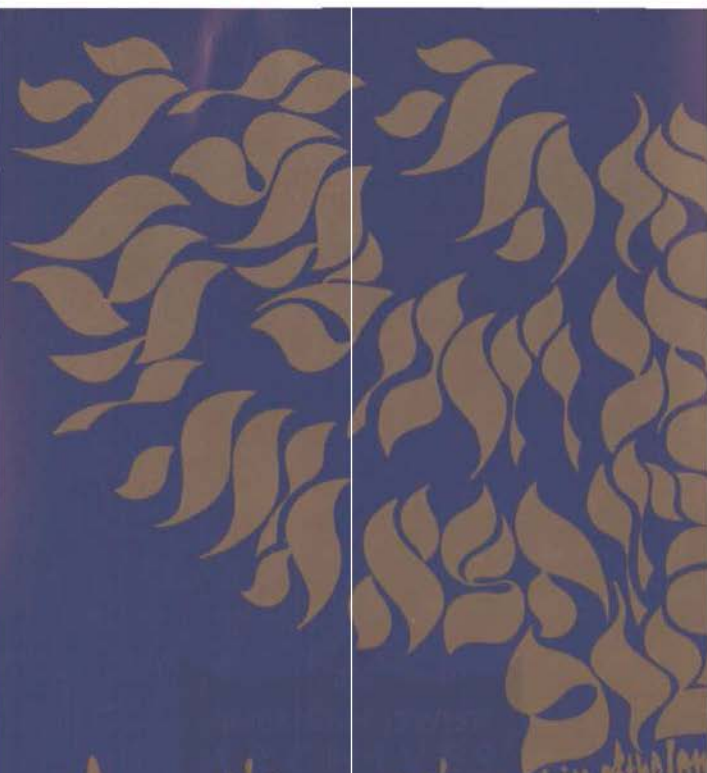
This yearning reaches its ultimate expression in aliyah, which implies commitment. The commitment is not only to the land, but also to the Jewish people. And commitment to the Jewish people means commitment to its heritage. This, in turn, implies knowledge. Self-knowledge has always been a golden thread in the Jewish way of life, and it has always been Jewish thinking that survival depends not merely on gut reaction but on a conscious will born out of knowledge.

The 16-volume English-language *Encyclopaedia Judaica* has been designed precisely to answer this challenge. It is a carefully coordinated mine of information (Herman Wouk has called it "a beautiful Psalm composed by many Jews together"), presenting the most up-to-date summaries of Jewish knowledge and thought for the Jew of the 1970s. Each of the Encyclopaedia's 25,000 entries, contributed by over 2,500 distinguished scholars throughout the world, is of invaluable importance to the scholar, the student and the layman alike.

The *oleh* will find it particularly invaluable. It contains the most extensive surveys of all aspects of information concerning Israel in English. The article "Israel" is a book in itself, thus providing a very useful guide to integration in the country. But more than that, the Encyclopaedia gives the whole kaleidoscopic panorama of Jewish values and history so that the *oleh* and his family will be able to see their major action of settling in Israel in its fullest perspective—as the culmination of the aspiration of centuries, which, after centuries of frustration, this generation is privileged to realize.

**This unique venture, which has been edited and produced entirely in Jerusalem, is now available to A.A.C.I. members under special terms. Those interested in obtaining further information are requested to fill out the coupon and forward it to us.**

**ASSOCIATION OF AMERICANS AND CANADIANS  
IN ISRAEL**



Come ye and let us go up to the mountain of the Lord  
of His ways and we will walk in His paths for out of  
Jerusalem

אלה יעקב וישראל



אנציקלופדיה יודאיקה  
ENCYCLOPAEDIA JUDAICA



אם אינך נמנה עדיין על הרבבות בישראל שכבר רכשו את האנציקלופדיה יודאיקה, בידי לבשר לך שעל פי הסדר שעשינו עם בית ההוצאה "כתר" ירושלים בע"מ, יוכלו פחי בני-ברית לקבל יצירת מופת זו בתנאי הנחה מיוחדים.

אין כאנציקלופדיה יודאיקה משענת נאמנה למעיין ולתלמוד בכל נושא הקשור בעם היהודי ובארצו, בציונות, בחולדות הישוב, בדת ובמסורת, במועדי ישראל, בחוליות השואה, בתקומת היהודים ותרבות העולם וכיו"ב דברים קטנים בגדולים. מדי שנה מופיע שנתון האנציקלופדיה לשם עדכון החומר, והשלמתו מבחינות שונות.

אף שלשונה אנגלית כבר נעשתה האנציקלופדיה יודאיקה לספר מופת בעם ישראל מבחינת היקפו ומהימנותו. עוד שנים רבות תחלופנה לפני שאפשר יהיה להוציא מהדורה עברית כמתכונתה, בגלל ההוצאה הענקית הכרוכה בכך.

אני ממליץ בכל לב על רכישת נכס ספרותי זה דווקא בחוגי בני-ברית, המגלים עניין מיוחד בחינוך יהודי ובסיפוח התודעה היהודית, בפרט בקרב בני הנוער של התנועה שהם ערובה להמשך קיומו של עם ישראל בכל מקום ובכל זמן.

אנו שמחים להכריז על מבצע חד פעמי זה הנערך לזמן קצוב, שיאפשר לאחים לרכוש מפעל יחיד במינו זה בתנאים כה מיוחדים.

המעוניינים בקבלת פרטים ימלאו את החלוש הכלול בזה ויעבירוהו אלינו.

בית ההוצאה ישמח להציג בביתך כרך של האנציקלופדיה לעיון והתרשמות.

- השתתפו בהכנת האנציקלופדיה 2,500 אנשי מדע מגדולי החוקרים לתחומיהם
- האנציקלופדיה היא בח 16 כרכים, ועד שני שנתונים לשנים 1973, 1974
- היא מכילה 25,000 ערכים, כרבע מיליון רמיזות במפתח העניינים
- מספר המלים 14,500,000 ומספר התמונות כשחור לבן ובצבע לא פחות מ-10,000
- כל ערך מלווה ביבליוגרפיה לעיון נוסף

אל: מסדר "בני-ברית"  
רח' קפלן 10  
תל-אביב.



Dear Friend,

The 16 volume Encyclopaedia Judaica encompasses every subject related to Judaism and the Jewish people - religion, culture, art, history, Jewish contributions to civilization, and, of course, Zionism and the State of Israel.

Over 2,500 distinguished scholars throughout the world have contributed authoritative, updated summaries of Jewish knowledge up to the present. Each of the Encyclopaedia's 25,000 entries is thus of invaluable importance to the scholar, the student, and the layman.

The Encyclopaedia Judaica has been produced entirely in Israel, using the most advanced printing techniques. Its 9,000 illustrations, many in color, make it one of Israel's outstanding printing enterprises.

The Encyclopaedia Judaica has been acclaimed by distinguished Jewish scholars, as well as by the world press. The late David Ben Gurion wrote that "it is the duty of every Jewish parent to have a copy of the Encyclopaedia in their home for the benefit of the generations of come". To quote the London Times: "The appearance of the Encyclopaedia is one of the most significant events in Jewish culture this century".

The Encyclopaedia Judaica is especially vital for anybody active in Jewish community life. The comprehensive index of over 200,000 items makes all the information in the Encyclopaedia immediately available and thus, in effect, makes 2,500 outstanding scholars into the reader's personal advisors.

We are pleased to announce a joint promotion campaign of the Encyclopaedia Judaica and the world department for youth leadership in Keren Hayesod Jerusalem, under very special terms.

Should you be interested in receiving further information, kindly fill in the enclosed coupon and send it back to us.

9/23/73



כללי:

הפעולה בארה"ב שהיא האזור החשוב ביותר של פעולתנו צריכה להעשות במישורים שונים והם:

- מבצעים משותפים לנו ולארגוני הממסד היהודי והציוני בכל רחבי היבשת
- הכנת "צוותות פעולה" להרצאה וסרט בחוגים שונים ובמרכזים קהילתיים במקביל לפעולת מכירה צמודה לאירוע.
- השתתפות באירועים מיוחדים כגון כינוסים, ועידות, הופעות אישים ישראליים, ארוחות בונדס ועוד.
- הפעלת חכניות מיוחדות בקהילות השונות כגון חכנית "בר-מצוה".
- פעילות מיוחדת מיוחדת לספריות, בתי ספר, מוסדות מחקר וחנוך ועוד.
- ארגון מכירות שרשרת וצוותות סוכנים למכירה מבית לבית

אוקטובר-דצמבר

לטווח הקצר של פעילותנו בארה"ב עלינו לשים הדגש על חכנית שתתן לנו את מירב התוצאות האפשריות בפרק הזמן הקצר ובהתאם לכוח האדם העומד לרשותנו. הצעתנו איפוא היא לרכז כל מאמץ כרגע בהכנת מבצעי מכירה עם מספר ארגונים שייבחרו

כגון:

- חנועת העליה בארה"ב
- 3000 חברים. השליח מן
- חוגי דור ההמשך
- 500 חברים, 10 חוגים, השליח מר אמציה חיוני
- מורי ותלמידי מוסדות החנוך הגבוהים כגון הישיבה אוניברסיטי וההיברו יוניון קולג'
- חוגי החרבות של קבוצות האינטלקטואלים בשיקגו
- ארגון הרבנים היהודיים בארה"ב - ארגון גג המקיף את כל שלשת הזרמים העיקריים

ארגונים נוספים המחייבים פעולה ושלנו האפשרות לבוא במגע עם העומדים בראשם ואשר

שמותיהם מצויינים להלן הם:

- "נשי הדסה" - אחד מהארגונים הגדולים בארה"ב. נשיאה נוכחית - רוז מצקין.
- נשים אחרות בעלות השפעה רבה בארגון - ברניס סלפיטר ופיי שנק.
- Jewish Welfare Board - הארגון היהודי הגדול בארה"ב מבחינה
- חברתית וקהילתית. מוסד גג לכל המרכזים הקהילתיים ומסייע בחיי היהדות והדת וכן
- לחיילים יהודיים בצבא ארה"ב. בשנים האחרונות מקיים גם קשר עם ישראל.
- נשיא נוכחי - דניאל רוז מניו-יורק
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- American Jewish Congress - הקונגרס היהודי אמריקאי. ארגון
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- נשיאו - ארתור הרצברג.

Jewish Federation - Young Leadership

נשיא נוכחי - ארנולד שנקא

מזכ"ל - סד קומט

W.J.A. - Young Leadership

הנשיא הנוכחי - דונלד גולד מאלבני - ניו-יורק.

ארגון זה אחראי על כל עבודת דור הביניים במגביות. הגוף העליון שבראשו עומד מר גולד הוא קבינט בן 200 חברים, רובם בעלי אמצעים רבים והשפעה ניכרת בקהילותיהם.

American Zionist Federation

הפרוציה הציונית בארה"ב שנשיאה הנוכחי הוא הרב עזריאל מילר.

עומדת להבחר במקומו הגב' פיי שנק מ"הדסה".

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מועדון הנשיאים

מנהלו הכללי הוא מר יהודה הלמן שבאמצעותו ניתן להגיע לכל האירגונים היהודיים דרך

נשיאיהם.

המגבית המאוחדת בקנדה -

כמו כן יש לעשות מאמצים לחדור לארגונים נוספים כגון בני ברית; ארגון ותיקי

המלחמה היהודיים; הליגה נגד השמצה ועוד.

